

Media Partners, Inc
13200 Strickland Rd.
Suite 114-#153
Raleigh NC 27613

Sam Ervin/ D/ Supreme Court/ NC
Submission Number 4191 Issue 10



WNCN-TV
1205 Front St.
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Original

Client:	Sam Ervin/ D/ Supreme Court/ NC	Submission Cost:	2920	Campaign Ref:	BJW12091101
Buyer:	..	Client/Product/Estimate:		Sales Rep:	WNCN Political
Schedule Dates:	10/15/12 to 11/05/12	Weeks:	4	Order Ref:	
Est./PO Number:		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Sam Ervin/ D/ Supreme Court/ NC	Booking Group:	WNCN	Key Market:	Raleigh-Durham, NC
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/15/10	1/22	10/29/11	/05	Total	Cost
8	M-F 530p Judge Judy M.WTFSS	04	150	30 Comme	Nbr of Spots				1	1	150
10	M-F 530p Judge Judy ...F..	04	150	30 Comme	Nbr of Spots			1		1	150
15	M-F 3p Judge Judy ...T...	06	40	30 Comme	Nbr of Spots	1				1	40
16	M-F 5p Judge Judy ...T...	05	100	30 Comme	Nbr of Spots	1				1	100
17	M-F 6a News ...T...	06	70	30 Comme	Nbr of Spots	1				1	70
18	M-F 136a ET / 1236a CT Last Call ...T...	05	10	30 Comme	Nbr of Spots	1				1	10
19	M-F 3p Judge Judy MTWT...	06	40	30 Comme	Nbr of Spots		4			4	160
20	M-F 530p Judge Judy	04	150	30 Comme	Nbr of Spots		4			4	600
Weekly Totals:					Total Spots(Ord Spots)	4	10	21	4	39	
					Closed PR			1		1	

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Buyer: ..	Client/Product/Estimate:	Sales Rep: WNCN Political
Schedule Dates: 10/15/12 to 11/05/12	Weeks: 4	Order Ref:
Est./PO Number:	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/15/10	/22	10/29/11	/05	Total	Cost
21	M-F 730p Extra MTWT...	06	70	30 Comme	Nbr of Spots		2			2	140
22	M-F 3p Judge Judy MTWTF..	06	40	30 Comme	Nbr of Spots			5		5	200
23	M-F 330p Judge Judy ...F..	06	50	30 Comme	Nbr of Spots			1		1	50
24	M-F 5p Judge Judy MTWTF..	05	110	30 Comme	Nbr of Spots			5		5	550
25	M-F 10a Today Show III MTWTF..	06	50	30 Comme	Nbr of Spots			4		4	200
26	M-F 330p Judge Judy MTWTF..	06	50	30 Comme	Nbr of Spots			3		3	150
27	M-F 330p Judge Judy .TWTF..	06	50	30 Comme	Nbr of Spots			1		1	50
28	M-F 3p Judge Judy MTWTFSS	06	40	30 Comme	Nbr of Spots				1	1	40
29	M-F 330p Judge Judy MTWTFSS	06	50	30 Comme	Nbr of Spots				1	1	50
30	M-F 5p Judge Judy	05	85	30 Comme	Nbr of Spots				1	1	85
Weekly Totals: Total Spots(Ord Spots)						4	10	21	4	39	
Closed PR								1		1	

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Buyer: ..	Client/Product/Estimate:	Sales Rep: WNCN Political
Schedule Dates: 10/15/12 to 11/05/12	Weeks:	Order Ref:
Est./PO Number:	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15/10	10/29/11	/05	Total	Cost
31	MTWTFSS Sun 6p NewsS	04		Comme					
Weekly Totals:					125	30			
					Total Spots(Ord Spots)				
					Closed PR				
					4	10	21	4	39
						1			1

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
26	M-F 330p Judge Judy	:30 Commercial	10/29/12	Closed Pre Emption	50.00	No Makegood / Credit	0000000000	BJW12091101

Grand Totals									
Month 10 Weeks: 4					Month 11 Weeks: 4				
10/15					10/29				
Spots					11/05				
Cost									
Totals									
39					21				
2920					1475				
					325				

Grand Totals:	Spots: 39
	Gross Total: 2,920.00
	Commission: 438.00
	Net Total: 2,482.00

Stankavage, Cheryl F.

From: Blanchard, Steven L.
Sent: Friday, November 02, 2012 9:02 AM
To: Stankavage, Cheryl F.
Cc: Williams, Matthew B.
Subject: FW: Rate chgs w/o 11/5- Sam Ervin
Here is Debbie's approval.

BJW12091101

Steve Blanchard
General Sales Manager

sblanchard@wncn.com

o: 919.835.6237

c: 919.306.6519

f: 919.836.1685



From: Debbie White [mailto:debbie@mediapartners-inc.com]
Sent: Friday, November 02, 2012 9:00 AM
To: Blanchard, Steven L.
Subject: Re: Rate chgs w/o 11/5- Sam Ervin

That is fine.

Debbie White

On Nov 2, 2012, at 8:48 sblancha@wncn.com

<Blank Bkgrd.gif>

Hi Debbie,

The rate adjustments for next week detailed in Cheryl's email below give us \$125 to spend.

I suggest we add the following.

1x Sun 6-630p at \$125 ✓

Please advise.

Thanks!

Steve

11/2/2012

<image001.jpg>

From: Stankavage, Cheryl F.
Sent: Thursday, November 01, 2012 4:42 PM
To: Blanchard, Steven L.
Cc: Williams, Matthew B.
Subject: Rate chgs w/o 11/5- Sam Ervin

Hi Steve,

The following rate chgs were made for Media Partners/Sam Ervin order for w/o 11/5:

1x 3pm Judge Judy \$75 - now \$40

1x 330pm Judge Judy \$75 - now \$50

1x 5pm Judge Judy \$150 - now \$85

Total order now: \$2795

Cheryl Stankavage
National Sales Assistant
WNCN-TV/NBC-17
<image002.jpg>ph: 919-835-6240
email: cstankavage@wncn.com

Client: POLITICAL
 Product:
 Campaign: SAM ERVIN 2012

Station Order

MEDIA PARTNERS, INC.
 13200 STRICKLAND RD
 RALEIGH, NC 27613
 919-781-0433

Rev #: 0
 Flight From: 10/15/2012 to 11/08/2012

Estimate No.:
 Contract No.:
 Job No.:

Buyer Name: Debbie White
 Sweeps: Share Nov 2011 => HUT/PUT Nov 11

Market: RALEIGH-DURHAM (FAYETVILLE)
 Station: WNCN
 Station Contact: Steve Blanchard

Actg. Order No.: 113
 WS Order No.: 12329
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comm/ Tag	Station Gross Rate/ Total	Oct 15	Oct 18	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	Oct 22	Oct 23	Oct 24	Oct 25
1	MTWRF-- 03:00P-04:00P	DT 30	JUDGE JUDY	\$75.00 \$975.00	.	.	.	1	.	.	.	1	1	1	1
Comment: L3															
2	MTWRF-- 05:00P-06:00P	EF 30	JUDGE JUDY	\$150.00 \$1,950.00	.	.	.	1	.	.	.	1	1	1	1
Comment: L3															
					\$2,925.00	.	.	.	2	.	.	.	2	2	2
						.	.	.	2,4	.	.	.	2,4	2,4	2,4

Monthly Totals				
Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Oct	10	12.0	\$1,125.00	\$93.75
Nov	16	19.2	\$1,800.00	\$93.75
	26	31.2	\$2,925.00	\$93.75

By: _____

BSW12091101

Client: POLITICAL
 Product:
 Campaign: SAM ERVIN 2012

Station Order

MEDIA PARTNERS, INC.
 13200 STRICKLAND RD
 RALEIGH, NC 27613
 919-781-0433

Rev #: 0
 Flight From: 10/15/2012 to 11/06/2012

Estimate No.:
 Contract No.:
 Job No.:

Buyer Name: Debbie White
 Sweeps: Share Nov 2011 -> HUT/PUT Nov 11

Market: RALEIGH-DURHAM (FAYETVLLE)
 Station: WNCN
 Station Contact: Steve Blanchard

Actg. Order No.: 113
 WS Order No.: 12329
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross											
				Rate/ Total	Oct 26	Oct 27	Oct 28	Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05
1	MTWRF-- 03:00P-04:00P	DT 30	JUDGE JUDY	\$75.00 \$975.00	.	.	.	1	1	1	1	2	.	.	2
Comment: L3															
2	MTWRF-- 05:00P-06:00P	EF 30	JUDGE JUDY	\$150.00 \$1,850.00	.	.	.	1	1	1	1	2	.	.	2
Comment: L3															
					\$2,925.00	.	.	.	2	2	2	2	4	.	4
										2.4	2.4	4.8	.	.	4.8
										2.4	2.4	4.8	.	.	4.8

Client: POLITICAL
 Product:
 Campaign: SAM ERVIN 2012

Station Order

MEDIA PARTNERS, INC.
 13200 STRICKLAND RD
 RALEIGH, NC 27613
 919-781-0433

Rev #: 0
 Flight From: 10/15/2012 to 11/06/2012

Estimate No.:
 Contract No.:
 Job No.:

Buyer Name: Debbie White
 Sweeps: Share Nov 2011 -> HUT/PUT Nov 11

Market: RALEIGH-DURHAM (FAYETVILLE)
 Station: WNCN
 Station Contact: Steve Blanchard

Actg. Order No.: 113
 WS Order No.: 12329
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comm Tag	Station Gross Rate/ Total	Nov 06	Total Spots	DMA P 35+ (R)	DMA W 35+ (R)
1	MTWRF-- 03:00P-04:00P	DT 30	JUDGE JUDY	\$75.00 \$975.00	.	13	0.7 \$107.14	0.9 \$83.33
Comment: L3								
2	MTWRF-- 05:00P-06:00P	EF 30	JUDGE JUDY	\$150.00 \$1,950.00	.	13	1.7 \$88.24	2.2 \$68.18
Comment: L3								
				\$2,926.00	.	26		

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>WNCN-TV Raleigh, NC</u>	Date: <u>9/14/12</u>
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I, DEBIE WHITEbeing/on behalf of: SAM ERVIN, a legallyqualified candidate of the S politicalparty for the office of: Supreme Ct.in the Generalelection to be held on: Nov. 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

Total Charges:	<u>\$2,925 gross \$2,486.25 net</u>
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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

ERWIN for Supreme Ct. Campaign

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/14/12 Debbie White
Date Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature Printed Name Title